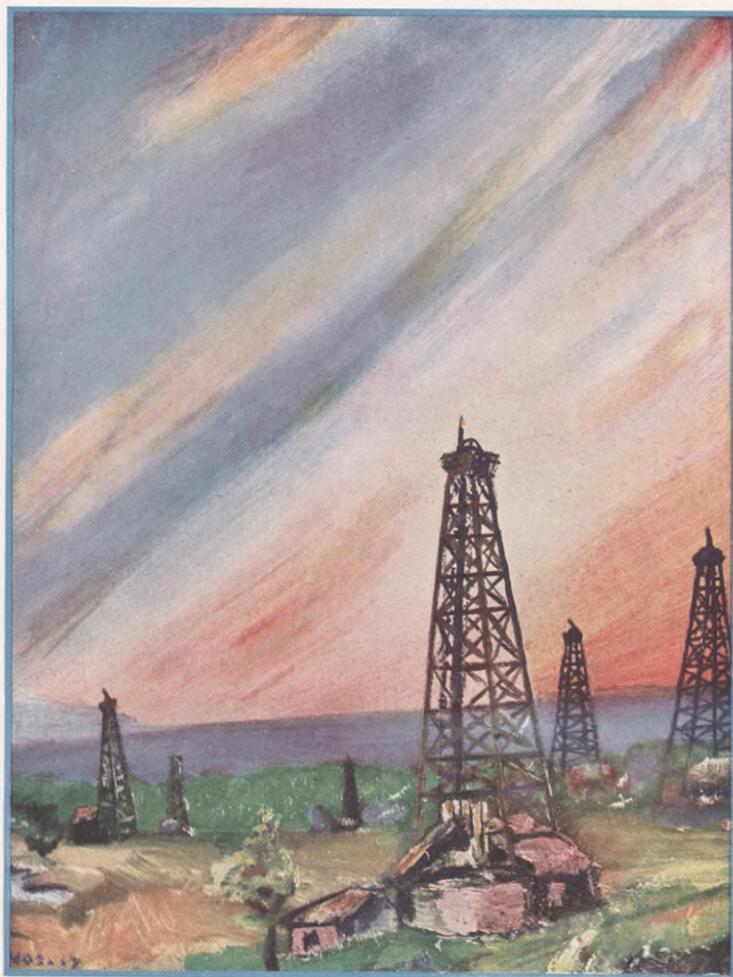
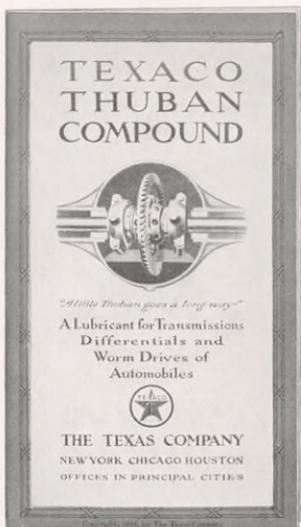


# TEXACO STAR

FOR EMPLOYEES OF THE TEXAS COMPANY





**Another  
Edition  
of the  
Texaco  
Thuban  
Compound  
Booklet**

**I**N RESPONSE to numerous requests, we have printed a large number of this little 8-page booklet.

By the time you read this notice they will either be at your District Office — or on the way there.

We believe that you will find this booklet helpful.

All of us who are selling or handling TEXACO THUBAN COMPOUND know its extraordinary value.

But it is sometimes hard work to make a purchaser or user understand that so very little Texaco Thuban Compound is needed to do the work and do it right.

Perhaps the pictures of automobile gear cases shown in section and in colors will help to make this point clear.

If they do, the book is very much worth while and should help to make additions to the already large number of friends of Texaco Thuban Compound.

That's well worth doing. Get a copy of the booklet. Look it over. You may find many places to use it to advantage.



**THE TEXAS COMPANY**

ADVERTISING DIVISION



UNIVERSITY OF MEMORIAL LIBRARY

## WHAT THRIFT REALLY IS

MANY persons regard thrift as a sort of scrimping, cheese-paring practice — the saving of a few pennies, that means little in itself beyond discomfort. To my mind this is a short-sighted and narrow-minded view of thrift. Real thrift should be put on a much higher plane. Thrift is an attitude of mind brought about primarily by circumstances, and continued and increased by resolve. The significant thing about thrift is not that it saves and conserves merely, but that it implies, on the part of the nation that practices it, habits of self-control and self-denial. Its significance is a spiritual significance, just as waste is significant of slackness, of disorder, of a mind and spirit ill-controlled. Thrift means rational living. Without its cultivation to a certain extent no individual, no nation, can live a rounded life.

Thrift does not mean stripping life of all relaxation and of all beauty. It means no fanatical puritanical extremes of self-discipline. It means rather something of the idea that underlay the civilization of ancient Greece—the ideal of national temperance in all living. It calls for well-considered conduct of thought and living. It does not mean that the world will be a Utopia, but merely that the standards of the average man and the orderliness of his life will be raised.

Thrift, then, is not saving and conserving merely, but something far more significant—self-control and self-denial and temperance, qualities that mean more in terms of sheer national wealth than all the gold that was ever mined. Thrift carried out in such a fashion means that when the war is over our people will find themselves grown into habits of character and of practice that will serve to put the whole nation on a much higher plane than ever before.—*Thomas W. Lamont.*



Display Bulletin at Columbus Circle, which might be called the hub of New York—Some idea of the traffic at this point may be gained from a careful count which showed that in twelve hours 39,210 automobiles passed this corner.—The sign is 12 x 85 feet, and being on an open circle can be seen from a considerable distance.—It is supplied with lights and reflectors and is visible to thousands of automobilists at night

# TEXACO STAR

VOL. V

SEPTEMBER 1918

No. 11

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

*"ALL FOR EACH—EACH FOR ALL"*

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ADDRESS: TEXACO STAR, 401 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

## ANNUAL STATEMENT OF THE TEXAS COMPANY FOR THE FISCAL YEAR ENDED JUNE 30, 1918:

### INCOME ACCOUNT

FOR THE FISCAL YEAR ENDED JUNE 30, 1918

Gross Earnings.....	\$80,260,633.62	
Less Operating Expenses, including Taxes and Insurance		45,387,231.29
Net Earnings.....	\$34,873,402.33	
Less Added to Reserve for Sinking Fund and Depreciation.....	\$5,297,988.31	
Less Added to Reserve for Replacement of Marine Equipment...	1,340,940.01	
Less Added to Provision for Taxes in Addition to Taxes paid.....	7,468,184.54	
Less Added to Provision for Bad and Doubtful Accounts.....	125,298.42	14,232,411.28
Available for Surplus and Dividends...	\$20,640,991.05	
Dividends Paid.....	6,243,750.00	
Carried to Surplus...	\$14,397,241.05	
Surplus June 30, 1917	40,270,188.77	
Surplus June 30, 1918	\$54,667,429.82	

## BALANCE SHEET

AS OF JUNE 30, 1918

### ASSETS

Plant Account — Investments in Real Estate, Tankage, Refineries, Ships, Cars, Terminals, Distributing Stations, Leases, Oil and Natural Gas Wells and Equipment...	\$ 70,900,497.07
Bonds and Mortgages.....	792,507.33
Stocks in Subsidiary Companies....	20,881,627.38
Other Investments.....	2,011,732.12
Storehouse Supplies.....	6,420,294.39
Stocks of Oil (Crude and Refined and in Process of Manufacture)...	53,119,354.03
Unexpired Insurance.....	282,902.17
Accounts and Bills Receivable.....	15,238,855.92
Advances to Subsidiary and Affiliated Companies.....	12,571,260.20
Contract Advances.....	1,127,817.21
Cash on Hand.....	8,244,629.36
	\$191,591,477.18

### LIABILITIES

Capital Stock Issued.....	\$ 69,375,000.00
Six Per Cent Debentures.....	16,058,000.00
Accounts and Bills Payable.....	10,797,479.86
Provision for Interest on Debentures	481,740.00
Provision for Taxes.....	8,825,057.56
Provision for Bad and Doubtful Accounts.....	300,000.00
Insurance Reserve Fund.....	500,000.00
Reserve for Replacement of Marine Equipment.....	1,340,940.01
Reserve for Sinking Fund and Depreciation.....	29,245,829.93
Surplus.....	54,667,429.82
	\$191,591,477.18

## TEXACO STAR

### BUY A BOND

Buy these, and in the buying know  
Under far skies you strike the foe;  
You too may serve and do your part  
Across the sea with mind and heart—  
By placing in the Nation's hold  
One portion of that sword of gold  
Now in the making—straight to be  
Drawn in the cause of Liberty. —Ex.

And when you buy a Government bond, *keep* it. Read the statement by the U. S. Treasury Department on our last cover page. So far as the *Texaco Star* may have any weight with you, we would like to adopt the practical advice in that statement as an editorial; please turn to it and read it.

\* \* \*

The "Fourth Liberty Loan" will open for subscription September 28. Its amount has not been announced, but \$5,000,000,000 or \$6,000,000,000 will be asked for. Since the profits of business and personal incomes are to be taxed this year at double the rate of the last war tax, the same proportion of the subscriptions as in the three previous loans cannot be expected from those who must pay the taxes. If the fourth loan is to succeed a larger part of it must be distributed in small subscriptions than heretofore.

\* \* \*

And this war loan must be met out of current savings—recent or proximate. Under existing conditions it would do no good at all to lend to the Government by carrying indefinitely a bank-loan of equal amount to yourself. It is substantial things, not credit, that the war necessities of the Government require. The need can be met only by increasing production or by reducing personal expenditures. When so many men are being drafted for military purposes it would be very difficult to increase production, even if there were no obstacle in the ideas or attitude of any of the workers; on the other hand, personal consumption, the indulgence in personal expenditures of many sorts, may be reduced by everyone who is not in ill health or very needy. It is not merely that the material things consumed in personal indulgence need to be saved; man-power must be saved. An inconsiderate person would do more harm by hiring men to remain idle, than by burning corn in bonfires. The people of this country have not yet come to understand the absolute dependence of the national power in war upon individual industry and economy.

They have loyally given their sons to military service, but do not seem to comprehend that the full man-power of the nation must be exerted in useful work and individual economy and self-denial be practiced in order to support and maintain the enormous enterprise that has been undertaken. How else is it that so many laborers are working less than full time, finding the new wages for half-time sufficient for partial idleness? Or, how else can the Socialist Party be demanding a six-hour day? Evidently a very large part of the people do not understand even the simplest principles upon which the strength and welfare of any large human society depend.

\* \* \*

The war taxes for last year were designed to yield about \$4,500,000,000, which was over \$45 for every man, woman, and child. How much was paid by each of us? The *per capita* deficit of most of the people was made up by the heavy payments by wealthy individuals and corporations. The Steel Corporation's payment, it is reported, was about \$250,000,000—an aggregate of the *per capita* taxes for more than 5,500,000.

The new revenue bill will call for \$8,000,000,000 in Federal taxes, nearly double the amount for last year. If wealth were conscripted there could not be any public revenue worth mentioning. If big business should be crippled by mistaken interference, no such war bills could ever be paid.

\* \* \*

Senator Thomas of Colorado recently wrote to Mr. Gompers inquiring whether he agreed to the principle that, if one man's son is drafted and sent to the front and another man's son is left at work in a factory because engaged in useful work, then the latter owes the duty of working to the full extent consistent with health, and that if he refuses to work or slows down production, thus increasing the peril of his country and of the other son at war, he should be held to have waived his exemption and be sent to the front. What is to be thought of the men who deny the justice of this principle? The true majority of workmen agree with it, and stand for "Work or Fight."

\* \* \*

The net number of Stars in The Texas Company's Service Flag for August 1, 1918, was 2,419—a net increase of 248 during the preceding month.

## TEXACO STAR

A plank in the recently adopted platform of the Socialist Party of New York State demands a *six-hour* workday. Perhaps their idea was that, as the Republican and Democratic parties would both endorse the eight-hour day, it was up to the Socialists to "go them one better." The truth is, all communistic collectivism (in any populous country) is based on the same foolish dreams. The differences between our own Bolsheviki and Russia's are superficial and merely represent different stages in the same whirligig of passionate nonsense. The important thing in this world is not just where we are but in what direction we are moving.

\* \*

There is an amusing story going around about the British manager of a Russian factory. After the Bolsheviki uprising a committee of workmen came to him and told him he was discharged; the workmen had taken over the factory and were going to run it. The manager replied that with all respect to the men, he was still the manager, and that he did not propose to leave until he was put out. Thereupon the committee lifted him from his chair, carried him out, set him in a wheelbarrow, and wheeled him home.

Two weeks later the committee came to the manager's house in a limousine and begged him to return with them to the plant and take charge. The manager allowed himself to be persuaded. But he would not go in the limousine. He made the men wheel him back in the barrow.—*System*.

\* \*

A leading article in *The Outlook*, issue of Sept. 11, entitled "Tying History to Life," by J. Madison Gathany, M. A., says: "If the teacher of history is to make the teaching of history perform its true function and truly motivate the study of history, he should consider his history classroom a democratization factory." If the oil business had done nothing more than give our vernacular an apt diagnostic term for that sort of chatter, it would have deserved well of the republic.

\* \*

It is man's business to be strong and to be trained. Man is his own devil. When he is strong enough to whip himself, all other enemies are as straw, and may be laid flat by the push of a knuckle. The real gymnasium is the one in which the muscles of the soul are made competent.

—*Richard Wightman*.

There is no better ballast for keeping the mind steady on its keel, and saving it from all risk and crankiness, than business.

—*James Russell Lowell*.

### THRIFT

If your pay is small and you live within it,  
If you quit work richer than you begin it,  
If you save a little from what you make  
For the rainy day that's sure to break,  
Then you're richer far than he who looks  
Far better off on the company's books.

It isn't the money that's paid to you—  
It's what you get  
With what you get  
For the work you do.

—*Strickland Gillilan*.

### LIFE WISDOM

**The wisdom of the wise and the experience of ages may be preserved by quotation.**

—*Benjamin Disraeli*.

The law of nature is: Do the thing and you shall have the power, but they who do not the thing have not the power.

—*Emerson*.

Every duty which we omit obscures some truth which we should have known.

—*Ruskin*.

The reward of a thing well done is to have done it.—*Emerson*.

No man can be ideally successful until he has found his place. Like a locomotive he is strong on the track, but weak everywhere else.—*O. S. Marden*.

The most unhappy of all men is the man who cannot tell what he is going to do, who has got no work cut out for him in the world, and does not go into it. For work is the grand cure of all the maladies and miseries that ever beset mankind—honest work, which you intend getting done.

—*Thomas Carlyle*.

Every man should find zest and joy in his work, should think of it as noble and worthy, and should put his best life into it.—*Dr. J. R. Miller*.

Heaven never helps the men who will not act.—*Sophocles*.

The great secret of success in life is to be ready when opportunity comes.—*Disraeli*.

He who has lost confidence can lose nothing more.—*Boiste*.

Keep cool, and you command everybody.

—*Saint Just*.

Envy is ignorance.—*Emerson*.

Those who give bad advice to the prudent, both lose their pains and are laughed to scorn.—*Phaedrus*.

## TEXACO STAR

We are for taxing incomes and excess war profits—that is to say, wealth and property—to the utmost limit. But that is not all. Drastic taxes must be laid upon the luxuries of all the people—upon everything that is either not essential to existence, or which, being essential, is known to be enormously wasted by self-indulgence. These are the so-called consumption taxes. They serve two very important uses, namely (1) to yield revenue and (2) to penalize popular extravagance, of which evidence everywhere abounds.

Two very dangerous and absurd fallacies are abroad.

One is that the rich as such are slackers and profiteers, and not only do not pay their share, but actually fatten on the war.

The other is that if wealth were conscripted as life is, the poor would not have to pay anything.

The first fallacy is dangerous because it appeals to class prejudice. It isn't true. There are rich slackers and poor slackers, rich profiteers and poor profiteers. If you wish to call them such, the profiteers are the speculators, the land owners, the planters, the farmers, the wage workers in all the favored lines, the middlemen, the retailers, and all everywhere who are gaining more and consuming more than they were gaining and consuming two years ago.

As to the other fallacy, that if wealth were conscripted the war would be painlessly paid for, the answer to that is Russia.

Wealth has been conscripted in Russia, and Russia this winter will die if the Allies do not save her. Did wealth flee? Did it engage in reprisals? Is it having its revenge?

Not at all—not any of that. Wealth is not what the Bolshevik thinks it is. You can tax what rises from wealth—the profit, the usufruct; but if you reach for the source of the egg you kill the goose. You may stamp and rage, but the goose is cold and oblivious.

Russia is full of factories and shops and mills and banks with their doors closed. They are dead geese. To the simple Russian, beguiled and deceived by the Bolshevik leaders, it must seem very strange. There is the factory. In it are the machines as before. Here is labor, idle, starving and hungry. The Russian people want what the factory used to make.

What is the matter? What has happened?

Wealth has been conscripted. That is all. The goose is dead.—*New York Tribune.*

PAT—"This is the foist time inny of these corporations hev done innything to binnefit the working-man." MIKE—"How is that, Pat?"

PAT—"It is this seven-cent fare. I hev bin walkin' to and from me wurk and savin' tin cints, and now I kin save fourteen cints."—*Boston Transcript.*

"How long has that clerk worked for you?"

"About four hours."

"I thought he had been here longer than that."

"He has. He has been here for four months."—*Ex.*

"Do you believe the old assertion that a politician is a statesman out of a job?"

"Not altogether," replied the Senator. "Sometimes a statesman gets a job and turns politician trying to hold on to it."—*Washington Star.*

A badly brought up president could do as much harm as any kaiser.—*Pres. J. G. Schurman.*

### CRUDE OIL PRICES AT WELLS

September 1, 1918

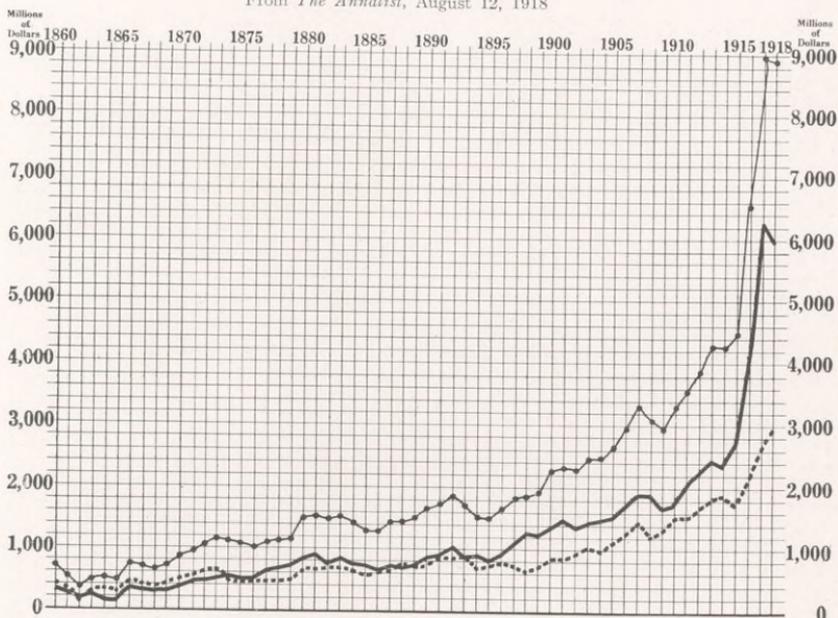
Pennsylvania . . . \$4.00	Healdton . . . . . \$1.45
Mercer Black . . . 2.23	De Soto . . . . . 2.15
Corning, O. . . . . 2.85	Crichton . . . . . 1.75
Cabell, W. Va. . . . 2.77	Caddo Light . . . . 2.25
Newcastle . . . . . 2.23	Caddo Heavy . . . . 1.55
North Lima . . . . . 2.38	Vinton . . . . . 1.80
South Lima . . . . . 2.38	Jennings . . . . . 1.80
Indiana . . . . . 2.28	Spindletop . . . . . 1.85
Princeton, Ill. . . . 2.42	Sour Lake . . . . . 1.80
Illinois . . . . . 2.42	Batson . . . . . 1.80
Canada . . . . . 2.78	Saratoga . . . . . 1.80
Somerset, Ky. . . . 2.60	Humble . . . . . 1.80
Ragland, Ky. . . . . 1.25	Goose Creek . . . . 1.80
California Light . . 1.57	Corsicana Light . . 2.25
California Heavy . . 1.23	Corsicana Heavy . . 1.30
Wyoming . . . . . 1.50	Petrolia . . . . . 2.25
Kansas and Okla. . 2.25	Electra . . . . . 2.25
Cushing . . . . . 2.50	Markham . . . . . 1.80

### OUR EXPORTS BY COUNTRIES—1917 and 1918

Country	For Fiscal Year Ending June 30	
	1917	1918
Belgium . . . . .	\$ 37,367,997	\$ 91,238,838
Denmark . . . . .	56,738,490	4,969,542
France . . . . .	1,011,667,206	890,481,515
Germany . . . . .	2,199,449	
Greece . . . . .	20,860,645	2,573,882
Italy . . . . .	360,668,356	477,530,702
Netherlands . . . .	109,082,168	11,188,021
Norway . . . . .	82,001,636	25,211,242
Russia in Europe . .	428,688,107	116,705,346
Spain . . . . .	76,978,350	67,183,288
Sweden . . . . .	44,683,512	4,122,550
United Kingdom . .	2,046,812,678	1,994,894,260
Canada . . . . .	787,177,099	778,509,792
Central America . .	52,517,749	44,309,849
Mexico . . . . .	79,004,597	106,893,653
Cuba . . . . .	178,292,328	235,682,045
Argentina . . . . .	82,375,165	109,444,001
Brazil . . . . .	56,727,234	66,270,046
Chili . . . . .	44,538,993	63,529,124
China . . . . .	37,195,660	43,480,623
British East Isles . .	37,108,127	52,267,118
Japan . . . . .	130,427,061	267,730,637
Russia in Asia . . .	130,206,338	34,718,541
Australia and New Z.	80,398,265	83,960,179
Philippine Islands . .	27,206,612	48,423,400
British Africa . . . .	32,774,323	44,863,439
All others . . . . .	256,410,301	262,104,008
Total . . . . .	\$6,290,048,394	\$5,928,285,641

# TEXACO STAR

HALF CENTURY RECORD OF FOREIGN TRADE OF THE UNITED STATES OF AMERICA  
From *The Annalist*, August 12, 1918



Imports are shown by the dotted line; exports by solid line; total foreign commerce by chain line.

American foreign trade fell off slightly in the fiscal year ending June, 1918, the total being \$8,874,000,000 compared with \$8,949,000,000 in 1917, according to the Bureau of Foreign and Domestic Commerce. The imports for 1918 show an increase of \$278,000,000, reaching total of \$2,946,000,000. Exports, however, show a decrease of \$362,000,000, the total for 1918 being \$5,928,000,000 as compared with \$6,290,000,000 in 1917. The excess of exports over imports amounted to \$2,982,000,000 in 1918 against \$3,631,000,000 in 1917.

### IMPORTS

Groups	12 Months Ended June	1918	1917
Crude materials for use in manufacturing		\$1,227,383,280	\$1,109,704,565
Foodstuffs in crude condition and food animals		372,681,751	335,573,042
Foodstuffs partly or wholly manufactured		380,338,011	343,435,475
Manufactures for further use in manufacturing		552,058,236	477,730,509
Manufactures ready for consumption		394,671,791	377,256,553
Miscellaneous		19,026,334	15,655,041
<b>Total Imports</b>		<b>\$2,946,059,403</b>	<b>\$2,659,355,185</b>

### EXPORTS

Crude materials for use in manufacturing	\$ 897,328,794	\$ 731,990,339
Foodstuffs in crude condition and food animals	375,541,940	531,866,009
Foodstuffs partly or wholly manufactured	1,153,448,051	737,795,334
Manufactures for further use in manufacturing	1,203,916,333	1,191,262,523
Manufactures ready for consumption	2,191,137,089	2,942,577,415
Miscellaneous	25,874,711	91,672,430
<b>Total domestic exports</b>	<b>\$5,847,159,678</b>	<b>\$6,227,164,050</b>
Foreign merchandise exported	81,125,963	62,884,344
<b>Total exports</b>	<b>\$5,928,285,641</b>	<b>\$6,290,048,394</b>

Exports of principal items under the heading "Miscellaneous" for twelve months ended June, 1918: Horses, \$14,923,663; mules, \$4,885,406; seeds, \$5,500,305.

*Page seven*

Texaco Star (Sept, 1918)  
P. 8

## TEXACO STAR

### LOW-COST PRODUCERS

THE NATIONAL CITY BANK OF NEW YORK

The Trade Commission begins its report upon profiteering with the announcement that "the outstanding revelation which accompanies the work of cost-finding is the heavy profit made by the low-cost concern under a governmental fixed price for the whole country," and the report consists mainly of a showing-up of these offenders.

That low-cost producers made large profits under prices which permit high-cost concerns to operate is surely not a revelation to business men generally. If, as is usually the case, their low costs are due to conditions which they have created, they are not responsible for the fact that prices are high; they have done their part toward lowering them and they show the way to the others. If all producers would do as well, prices would be lower. *It is the low-cost producer who is rendering the best service to the public.* He is the leader, the explorer, the pathfinder in industry. When he makes mistakes he bears the cost of them alone, and both his mistakes and his discoveries show the way to his less enterprising competitors. Any advantages which he may gain are temporary, because after he has set the example the entire volume of production may be placed on the same basis. Moreover, the public can better afford to pay a given price to a low-cost producer than to one who makes little or no profit. The former, by doing his work with a lower expenditure of labor, releases labor for other work, a consideration quite as important as price. Furthermore, his profits are subject to taxation, and what remain to him at this time are probably invested for the most part in Liberty bonds or employed in increasing the production of things vitally needed. His service to the public is incomparably greater at this critical time than that of the producer who, selling his goods at the same price, makes no profit.

Is there any principle of justice which requires a low-cost producer to sell his goods below the open natural market rate or below the rate determined by the authorities as necessary to produce the required supply, or would the public interests be best served by such a rule?

If a farmer by underdraining and fertilizing his land gets 30 bushels of wheat to the

acre instead of 15, and thereby reduces the cost per bushel, is he under obligations to sell it for less than the going price, and would there be any public gain from having such a rule established? In the long run, would the public get its wheat at a lower price as the result of such a rule? And, finally, would it be practicable to attempt to regulate the selling price of wheat on the market to correspond with the varying costs to different producers, and to follow the regulation through all the transfers of wheat and flour on the way to the consumer?

The same general conditions apply to other products sold on the market. There is a greater degree of justice in the general rule that the benefits of exceptionally low cost production belong of right to the producer than will be achieved by any attempt to distribute them to the ultimate consumer, and in the long run public interests will be best served by this disposal of them. It is at the point where improvements are achieved that reward and stimulus should be given, and as we have seen, the public has its own gains from every improvement in methods of production, independent of gains within the control of the producer.

If, then, it is the accepted rule that a low-cost producer who supplies only a part of the market is entitled to the general market price—if any other policy is impracticable as a general rule—is it proper to criticize individuals and hold them up to scorn for following this course? Is there anything to be gained for the public by discrediting the low-cost producer, minimizing his services, or taking away from him any share of the rewards which naturally flow to him? Is there any likelihood that others to whom his natural gains might be arbitrarily distributed would make a better use of them, from the standpoint of public interests, than the individual who by the very circumstances of the case is shown to be an industrial leader. . . .

In theory there would seem to be a field for the Federal Trade Commission, in which useful work might be done. Its functions are supposed to be those of a semi-judicial body, with powers to investigate competitive practices and other business methods and conditions, with a view of procuring for

## TEXACO STAR

the public an authoritative and reliable account of such affairs, in order that, largely by publicity and partly by legal procedure, fair play and honest dealings may be maintained as the rule in business life, and unfair and dishonest practices suppressed.

Evidently the value of such a body will depend entirely upon the spirit and ability with which it does its work. The public can never be well served except by the truth, and the Commission should serve as a fair, intelligent, well-advised interpreter of business conditions and of sound economic principles. In short, according to our view, such a body will best serve the public by not acting solely as a critic and prosecutor, but rather as an intermediary between the active, energetic and highly useful forces which, while clashing frequently among themselves, are guiding production and development, and, on the other hand, the consuming public, which is the final beneficiary of all industrial progress.

It should certainly understand the fundamental principles upon which business must be conducted in order to prosper, and have a proper appreciation of the fact that development and advancement in industry will bring greater results to the public than a system of drastic regulation which would tend to weaken initiative and stereotype methods. . . .

Almost everybody is doing what he can just now to promote a spirit of unity and cooperation throughout the country, and ill-considered utterances, under the color of authority, which exaggerate old suspicions and intensify class prejudices are peculiarly inopportune. They are sand in the bearings at a time when the highest efficiency is needed.

Moreover, looking forward to the period following the war, if the industrial activities of this country are to be hampered by a narrow paternalism which does not understand the relation between industrial profits and industrial progress, or the relation between industrial progress and social progress, the outlook will be a gloomy one. There is no way of realizing the hopes and ambitions of the people except by industrial progress, and this is not only stimulated but financed by the industrial savings achieved by the low-cost producers, which are first realized as profits and then used as capital. Without these savings industry will stagnate and society will have nothing to expect but disappointment, confusion and turmoil.

## HANDLING AND BURNING FUEL OIL

U. S. FUEL ADMINISTRATION, Aug. 13, 1918

The Administration wishes to impress upon you the importance of taking immediate steps to prevent avoidable waste. It is necessary to conserve fuel. It is your duty to have your furnaces, boilers, and other fuel oil equipment inspected and any waste stopped.

(a) When unloading tank cars use great precaution to prevent the loss of oil when uncoupling the discharge pipe or hose.

(b) Stop all leaks in oil pipe lines, fittings, valves, and storage tanks, and see that all tank openings are kept closed. Storage tanks should be equipped with steamheating coils.

(c) Install efficient burners. Home-made burners are usually crude and consume an excess of oil.

(d) Install strainers. Dirty oil clogs the burner, slows up heating operations, and increases fuel consumption.

(e) Install duplicate pumping systems, and pump the oil to the burners under a uniform and constant pressure.

(f) Install suitable preheaters, in order to obtain proper atomization, clean combustion, and prevent the formation of carbon. This is especially necessary with heavier gravity oils.

(g) Use pyrometers in all heating and heat-treating furnaces. The operator may have good eyesight, but he cannot always judge heat by color. If there is a higher temperature than necessary, fuel is wasted.

(h) Impress upon furnace operators the necessity of conserving fuel by keeping their furnaces and equipment in the best condition possible, in order to obtain the maximum of economical efficiency.

(i) Install oil meters, thus enabling you to keep a record of daily consumption and compare it with previous data and note the decrease in the amount used.

(j) Have sufficient oil storage capacity, otherwise you may have to shut down because your oil shipments are delayed and supply exhausted. Shut-downs mean a loss of heat and added fuel consumption.

(k) Operate furnaces twenty-four hours a day when possible.

"What is insanity?" asks the *Atlanta Georgian*. It is harboring the delusion that "Be it enacted" can ever prove a substitute for the work of the home, the school, and the church.—*Geo. M. Bailey*.

## TEXACO STAR

# ACCOUNTING

R. G. HILL, Chief Accountant Philadelphia District



Philadelphia District Office Accounting Department

Efficient accounting departments are necessary, because on them devolve the duties of compiling the necessary statistics from which it is determined whether or not concerns are operating at a profit or losing money.

The arrangement of that part of The Texas Company's accounting with which the Sales Department is concerned has been worked out along very practical lines. It provides for Agency accounting to a District Office, District Office accounting to a Territorial Office, and Territorial Office accounting to the General Home Office at Houston, Texas.

For a large company like The Texas Company the accounting performed in its General Office is charged with the responsibility of boiling down all statistics and finally rendering the general balance sheet for the benefit of the stockholders. This accounting cannot be successfully accomplished unless the various departments comprising the corporation render the proper accounting to the General Home Office, and therefore a part of the accounting which enters into the general accounting has of necessity to be performed by our Agents and Salesmen.

Accounting between agencies and a District Office, to serve its full purpose, must be prompt and accurate, as no business can be successfully operated unless this result is accomplished. While it is true that accounting from agencies to a District Office represents the simplest form of accounting, yet it must be realized that our business starts from the sales made from our agencies.

Before any credit sale is made an Agent

or Salesman should give the important question of credit the fullest consideration, because whenever a sale is made we must naturally assume that an earning has resulted. The successful Salesman is the one who will properly safeguard the interests of the Company by obtaining all the necessary information regarding the dependability of a risk and furnish this information to the Credit Division of his Company, ultimately securing collection of the account which he has opened up. The granting of credit is one of the most essential duties entering into any business. Credit is the foundation on which trade relations are based, and is the keystone of the structure of Commerce.

When a credit risk is assumed and delivery has been effected, the Accounting department is then responsible for the prompt and proper handling of the account; but in order that a customer may receive proper service the Agent must be relied upon to see that a Delivery Ticket covering the credit delivery is forwarded to the proper office for invoicing, and when the Delivery Ticket leaves his agency that it is absolutely correct, giving the full and proper name and address of the customer, correct brand, kind of packages, gallons or pounds of commodity delivered, and that prices and extensions shown thereon are absolutely correct; also all other requirements such as customer's order number, requisition number, name of salesman, prepaid freight, etc., so that there will be no delay in furnishing a customer with his invoice or in handling through other accounting channels.

Delivery Tickets are the most important statements rendered from an agency; first, because they are the foundation of our invoice, which is the individual statement of the customer's purchase; second, because such invoices become the basis of posting to our ledgers; third, the Delivery Tickets are the basis of posting to our Recap Sheets for credit to agency stock accounts. Very often the result of diligent effort on the part of a Salesman or Agent in securing a sale is lost entirely by improper handling of the Delivery Ticket covering the sale, which results in delay in getting an invoice before the customer promptly and in proper condition for payment. Whenever a cus-

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tomers, in the majority of cases, receives an incorrect invoice, it produces a sore spot and very often is the cause of the loss of a valuable account.

Delivery Tickets when received from an agency, if they are incorrect, are the cause of an unnecessary amount of correspondence and delay in adjustment, as not only is the invoice, which should be mailed to the customer, delayed for several days, but the posting to our ledger accounts and the compilation of stock statistics, sales statistics, etc., is also more or less delayed.

Next in importance to Delivery Tickets are the Daily Cash Reports on which cash returns are made to District Offices. Unusual care should always be taken to see that each and every collection made is correctly reported under the full and proper name of the customer making such payment, and Cash Reports should be carefully balanced out with the amount of remittance to see that every check, post office money order, express money order, or other form of remittance, is included thereon. The Cash Reports, after being written, should be checked back to determine whether or not any of the items are missing, as failure to perform this simple act of accounting causes a great deal of delay in making the proper entries in the District Office. That portion of the Cash Report covering cash sales should also be very carefully checked to see that cash sales are not short remitted.

The next important reports, from an accounting standpoint, rendered by agencies are the Daily Warehouse Report and the Monthly Stock Inventory. Every Agent is, no doubt, familiar with the instructions covering the handling of these two reports, but a great deal of valuable accounting information is many times omitted when these reports are made up. It is sometimes necessary for the accommodation of certain trade to make compounds of certain products to satisfy certain requirements of our trade, and these compounds are sometimes made at a loss. It is of the utmost importance that every compound be carefully recorded on the Daily Warehouse Report to permit proper adjustment of stocks being made. All packages filled or emptied should be reported in addition to the compounds, and these are only two items of the many which should be carefully recorded at an agency so as to permit proper ac-

counting in a District Office. Every single item of stock should be carefully counted at the end of the month and reflected on the Monthly Inventory, which is the basis of closing our District Office stock books, and furnishing the Territorial Office from time to time with an itemized stock inventory which is taken into consideration in the closing out of their books to determine profit or loss.

Another important accounting report is the current Disbursement sheet for expenses incurred at agencies. It is appreciated that operating expenses should be kept down to a minimum at all times, consistent, of course, with the proper maintenance of stations. Accounting, however, can be seriously affected if Agents and other representatives handling disbursements are neglectful in not seeing that small bills are promptly secured and paid at the time work is performed. It can readily be seen that if an Agent has a number of small repairs made and does not secure and pay the bills until a month or two afterwards, if he has similar expenses in the month in which the bills are paid and these also are settled for in that month, the expense of two months at his station is thrown seriously out of line, as one month will show practically nothing, when the other month will show double the expense, which would appear abnormal. If every agency pursued this method the District accounting to the Territorial Office would be much out of line, and consequently the Territorial Office accounting to the Home Office would represent a similar discrepancy.

The foregoing are only illustrations of some of the most important reports which are handled by our Agents. There are others which lack of space prevents commenting on, even in a brief manner. Every District has practically the same instructions to be followed, and every Agent or other representative should feel he is more or less a part of The Texas Company accounting force. The accounting of this Company may be compared to a building; if the foundation is not sound, the building cannot be considered safe. It should, therefore, be the object of every Agent or other representative when rendering any report of an accounting nature to see that it is absolutely correct, so that the foundation of the accounting commenced at agencies will be properly built up through other

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channels until it reaches the General Home Office for boiling down with the balance of accounting details.

It is hoped that this article may be of some benefit especially to the newer employes of the Sales Department of The Texas Company. And last, but not least, the fullest cooperation should always exist between Agents or other representatives and the Accounting departments and *vice versa*,—"All for each and Each for all."

### THE WELCOME MAN

The failures of life sit around and complain,

The gods haven't treated them white;

They've lost their umbrella whenever it rains,

And they haven't their lanterns at night;

Men tire of failures who fill with their sighs,

The air of their own neighborhoods;

There's a man who is greeted with love-lighted eye  
—he's

The Man Who Delivers the Goods.

One fellow is lazy and watches the clock,

And waits for the whistle to blow;

One has a hammer with which he will knock,

And one tells a story of woe;

And one if requested to travel a mile,

Will measure the perches and rods;

But one does his stunt with a whistle and smile—he's

The Man Who Delivers the Goods.

—*Oral Hygiene.*

### S-AVE O-N S-UGAR

The people of the United States in wheat saving have shown what they can do. In the immediate past the whole country has been content to do with only about 35 or 40 per cent of normal wheat requirements. The result has been that we were able to export 141,000,000 bushels of wheat, much of it as flour, that otherwise we would not have been able to send overseas. This wheat was the salvation of the allies, and each individual who helped to attain this result may have in some degree the same consciousness of duty well done and of actual achievement as have the soldiers in the trenches.

What has been done with wheat can be done with sugar. It is up to the individual American!

—*U. S. Food Administration.*

Save the waste!

100 million cups coffee used daily in United States.

70 million cups tea used daily in United States.

170 million cups tea and coffee.

If even an average of half a teaspoonful of sugar per cup is left undissolved at the bottom of cups of tea and coffee, the waste would be 1,700,000 pounds of sugar daily!

Stir your sugar until it dissolves! It's estimated that one-third to one-half of all sugars used in homes is used in tea and coffee. Think it over—how is it in your home?

—*National Sugar Refining Co. of New Jersey.*

Discord reduces strength to weakness.

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How many of us, if we were sure of three square meals a day and a comfortable bed, would work at any regular job? We might work the rainy days, but we would loaf on the fine ones, and when it came to the performance of a really unpleasant duty, that duty would remain undone. It is necessity which keeps the great bulk of humanity turning the wheels of progress. Its presence drives the poor man to action and lack of its incentive spoils many a rich man's son.—*American Machinist.*

\* \* \*

Has little business the advantage over big business? Prof. George H. Haynes of Worcester Polytechnic Institute, in an address before the American Society of Mechanical Engineers, said that small industries were handicapped because unable to conduct scientific investigations in expensively manned and equipped laboratories, and suggested that here was a field in which the Government, both Federal and State, might cooperate. Professor Haynes evidently overlooked the fact that small industries are reaping the benefits, without a dollar of cost, of such investigations by the large corporations.

The largest cost use of corn, the king of American cereals, is in the production of starch, syrups, sugar and oils, all of which are the results of chemical experimentation. Much of this pioneer work has been done by the Corn Products Refining Company, but the smaller concerns are reaping the benefit of it. For example, the chemists of the larger company, after two years of research work, made from a crude oil, of which 1 $\frac{3}{4}$  gallons is produced out of a bushel of corn, one of the best salad and cooking oils on the market. Within a few months its smallest competitor had obtained exactly the same results simply by hiring one of the men who knew the process. The same thing was true in the perfection of corn syrup and in the conversion of starch into dextrine, the latter taking the place of imported dextrine and at one-third the cost. In the Government suit against this company their smaller competitors testified that the larger company had made the industry more profitable for all in the introduction of high economy and efficiency into the trade.

The oil industry illustrates the same results. It was the big Standard Oil Company that experimented with pipe lines and tank steamers and adopted the tank delivery wagons, all of which methods were adopted by all smaller companies without the cost of experimentation. In like manner the United States Steel Corporation conducted costly experiments, the results of which are now enjoyed by the small steel companies.

Professor Haynes was right in calling attention to the element of quality as one of the strong features of the small industrial plant. But exactly the same thing is true of big business. It is the size and equipment and organization of a big corporation that enables it to spend large amounts in experiment and to produce a superior product, and it is quality that sells goods whether they are made by a big or a little concern.—*Leslie's Weekly.*

\* \* \*

The American Locomotive Company, which is engaged in making engines for the Government, was recently threatened with a strike. One hundred and fifty molders, it was reported, went out because one of their members who had allowed his dues in the union to lapse was permitted to work.

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### SAFETY AND SANITATION

V. R. CURRIE

Chairman Central Committee of Safety

#### BACKING UP THE BOYS OVER THERE

Our allies make it very plain to us that if this war is won it must be won by the working men of America; in other words it must be won as an industrial war before it can be won as a military war, and by the same process of reasoning, if the war is lost, it will be lost because the working men of the United States of America fail to rise to our present very large responsibilities.

Our Government authorities tell us that for every one man we maintain on a European front, we must have five physically fit men on the job here to keep him there, this adjustment being necessary to furnish our soldier with everything necessary to make him as effective a fighting man as the enemy in front of him.

It seems that this eminent fact should instill in the heart of every workman in this country a desire to do his part in backing up the boys at the front, being especially encouraged by the knowledge that though we are not all able to take part in the great struggle raging on the battle fronts of Europe we can do our part here at home by giving every possible aid to the boys who are doing the actual fighting.

The ever-increasing practice of safety is a duty we owe our country and comrades on the fighting line at this time, for the reason that every workman killed or disabled lessens the pressure brought to bear and the support given our soldiers. It is therefore incumbent upon each and every one of us to practice and teach safety in every form, knowing that in doing so we are contributing to the common cause.

The workman who at this time carelessly disregards the safety of himself and fellow workmen should be severely dealt with and made to understand that every accident, caused either by carelessness or otherwise, is of benefit to the enemy, inasmuch as it decreases our productive powers to the extent of one man, even though only temporarily. If all of the valuable time lost through accidents could be placed in aggregate it could be used to great advantage. It seldom occurs to some of us what a huge plant could be operated entirely with the time of workmen lost through accidents.

Just think,—it has been estimated that

2,000,000 persons are injured yearly in the United States. Government records indicate that in 1913 our accident victims numbered 75,000, fully 35,000 or 40,000 of whom met death in our industrial plants; and 624,360 men, women, and children have met accidental death in the last ten years. Every hour of every day 238 workmen are killed or injured in the United States; every seven minutes a workman is killed, and every sixteen seconds a workman is injured. Can you conceive of the size of a plant that could be operated on the time lost through these accidents alone?

Let us all practice, think, and teach Safety at all times.

#### A REDUCED FIRE HAZARD

Back of our Richmond refinery the hills afford pasturage to a flock of sheep and goats, lending a pastoral touch, a suggestion of the wool and mutton business, to surroundings devoted to the manufacture of petroleum products. This flock had its beginning back in 1903, when "Billy," its patriarch, was presented to the refinery by an officer of the tank steamship "Asuncion," which vessel bore this mascot goat around Cape Horn from the Great Lakes, via the Gulf of St. Lawrence. The refinery accepted the present and kept it; it's impolite to sell or give away a gift. In order that "Billy" might not become a nuisance around the machine-shops and stills, he was sent up to the hills, where he could roam at will with the storage-tanks for companionship. But he was a likable goat, and it was decided that a mate, and a pair of sheep or so, wouldn't do any harm and would make his exile more bearable. Such additions were made, and from that start the present flock has come.

These sheep and goats seem to have justified their existence and to have established a first-rate claim to their pasturage, in that their feeding habits are responsible for short grass on the hills adjacent to the refinery, and in bringing about this condition they lessen the danger of grass-fires. They have reduced a fire hazard.—*Standard Oil Bulletin.*

Other States in Proportion.—The rat population of a city like Wichita is probably equal to the human population, while in the country districts there are at least ten rats for every person. A fair estimate would give 3,000,000 rats for Kansas, each requiring \$2 worth of food a year, a \$6,000,000 loss. All the rats in Kansas, however, would have to work one year to effect the destruction represented by the careless handling of eggs in that state, for it is estimated that careless handling, storing, and shipping cause the destruction of one-fourth of the State's total egg output, or a loss of \$5,000,000.—*Scientific American.*

Do not worry, eat three square meals a day, say your prayers, be courteous to your creditors, keep your digestion good, steer clear of biliousness, exercise, go slow and go easy. Maybe there are other things, that your special case requires to make you happy, but, my friend, these I reckon will give you a good lift.—*Abraham Lincoln.*

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### DEPARTMENTAL NEWS

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	D. P. Harrington, Fort Worth
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales Dept.	E. B. Joyner, Houston
Marine Dept.	A. V. Corley, Port Arthur
Legal Dept.	A. R. Weber, New York
Treasury Dept.	J. S. Ballard, Houston
Comptroller's Dept.	Lee Dawson, Houston
Insurance Dept.	B. E. Emerson, Houston
Sales Dept. S. Territory	P. A. Masterson, New York
Sales Dept. N. Territory	Roy B. Wright, New York
Export Dept.	M. G. Jones, Houston
Purchasing Dept.	S. Slattery, New York
Railway Traffic Dept.	J. B. Nielsen, New York
Producing Dept.	J. E. Byrne, New York
Pipe Lines	J. T. Rankin, Houston
	J. W. Painter, Houston
	Delbert Leggett, Houston
	A. M. Donoghue, Houston

#### EXECUTIVE OFFICES

At the home of L. E. Cunningham, accountant in the Executive Offices in Houston, there arrived on July 17 a baby boy—Peyton Denman Cunningham. Congratulations.

#### REFINING DEPT.

C. Baylor Hull, formerly draftsman in the Engineering offices at Houston, recently enlisted in military service and now at the Officers Training School, Camp Hancock, Ga., writes to Dept. Agt. C. K. Longaker:

I wish you would say good-bye for me, through the *Texaco Star*, to my friends whom I did not get to see before I left.

#### WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF AUGUST, 1918:

Refined—Coastwise . . . . . 573,161 bbls.

Refined—Foreign . . . . . 496,956 bbls.

Total . . . . . 1,070,117 bbls.



Color Sergeant H. F. Stuckey now with the 143rd Infantry, in France. The 143rd regiment was trained at Camp Bowie, Texas, and a large number of its boys are from The Texas Company

Memorial services were held at First Baptist Church of Beaumont Sunday, Aug. 18, for George Carroll Smart, killed in action in the drive against the Germans

which began July 15. Smart, who was employed as timekeeper in the Case & Package Division, enlisted February 6, and within a short time was in France.

There appeared in the casualty list published August 18 the name of Joseph Budge as wounded in action. Previous to his enlistment Budge was a machine helper at the Morgan City Shook Mill.



O. L. Cain

O. L. Cain was born in Yoakum, Texas. After graduating from the Yoakum high school in 1913 he entered the Rice Institute at Houston. He was president of the Owl Literary Society 1915-1917, and secretary of Les Hibaux '16-'17. After graduating in 1917 with B. A. degree he came to Port Neches Works, first as timekeeper, later as clerk. In December 1917 he enlisted in the Naval Aviation. In less than six months he received the ratings of 1st, 2nd, and 3rd Class Yeoman, and was then recommended by his Squadron Commander for Flight Duty and Student Officer status. In August he was sent to Cambridge, Mass., to begin ground training, and will probably soon be transferred to Miami and Pensacola for higher training for commission as Ensign.

Recently enlisted from Port Neches Works: A. J. Metzke and C. E. Rackley, in the Navy; H. S. Day, in the Marines; J. G. Houseman, in School of Automobile Mechanics at Camp Mabry, Texas.

Wilbur E. Parsons, assistant yard master

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at Port Neches Works, and Miss Pearl Larison of Jacksonville, Ill., were married on June 21, 1918.

W. J. Beck, Jr., stock clerk at Port Neches Works, and Miss Allie Rhea McCallum were married June 22, 1918.



Captain R. A. McClenaghan

into the army July 20, 1917. He is now Captain Adjutant Company A, 111th Engineers, A. E. F.

Captain R. A. McClenaghan, a graduate of The Louisiana State University, was a Civil Engineer for The Texas Company at Port Arthur and Port Neches Works from July 5, 1914 to July 25, 1916, when he left for border duty with the Texas Engineers as 2nd Lieutenant and was immediately promoted to 1st Lieutenant. His Company was mustered out and he returned to Port Neches July 1, 1917, and was called back



Captain W. S. Rogers, Jr., formerly Assistant General Superintendent of Northern Terminals, now at Proving Grounds, Aberdeen, Me.

The Northern Terminals Division Oversea Committee is keeping up its good work

by taking care of our boys in the service. Money orders are being sent to the boys oversea and boxes containing sweets, smokes, and knitted goods to the boys on this side. A regular system of communication has been established whereby each boy in the service receives a letter keeping him posted on all current Office news.

We tender our sympathy to Mr. R. S. Mutch and family in the loss of his young son Peter Mutch.

We are glad to have F. B. Roach back with us again, also very glad to know he is here to stay.

We have notice of the safe arrival in France of Lt. Harry Dunn, whose recent visit was highly appreciated by the Office. We hope he will drop us a line occasionally.

A recent letter from L. Weaver was much enjoyed. We understand that Pvt. Weaver is brightening life at the camp with his vocal abilities.

Corporal Harry Belford was one of two hundred to qualify for Officers Training Camp. We hope his advancement will be rapid.

We were sorry to see Corporal Coryell's name listed among the wounded. We had just received a letter from him.

The Texas Company A. C. Baseball Team is still in the field tho badly crippled at present due to the vacation period and the call of the Service. Mulhall of the Insurance, Kerins of the Export, and Davis of the Marine Department, have been called for the big adventure. The team is to undergo reorganization and it is expected that with the addition of new men they will be in a position to keep up the brand of baseball that they have been playing in the past.



Lieutenant J. G. Detwiler, of the Port Arthur Works and Bayonne Laboratories, now stationed at Camp Dix, N. J.

L. A. Taft, formerly Chief Clerk at Delaware River Terminal, transferred to Bayonne Terminal in the same capacity, was presented before his departure with a gold watch and chain.

Delaware River Terminal has welcomed

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its new Chief Clerk A. M. Dickinson, formerly of Norfolk Terminal.

H. C. McAnall, formerly Assistant Chief Clerk at Delaware River Terminal, was presented with a traveling bag before assuming his new duties as Chief Clerk at Norfolk Terminal.

Jos. E. Wyatt, Jr., Clerk, was presented with a wrist watch and Gillette safety razor before entering military service on July 29. He is now in 3rd Recruit Co., 1st Battalion, Syracuse Recruit Camp.

We have received letters and cards from J. E. Blake, C. Lichtenstein, R. A. Volkhardt, and Roy Green, formerly employes at Delaware River and now in France.

### FUEL OIL AND RY. SALES DEPT.

Mr. L. A. Jung died at his home in New Orleans on July 26, 1918. Mr. Jung had been in ill health for some time. At the time of his death he was Vice President of The Texas Oil Company and was in charge of our fuel oil business in the State of Louisiana. He had been a resident of New Orleans for many years and had been connected with The Texas Company since it started operations in that territory. Mr. Jung has been succeeded by Captain H. M. Eldredge, who has been

actively connected with the fuel oil branch of the business in association with Mr. Jung for several years.

Lieut. Roland Blake formerly in Railway Sales Dept., now located at Laredo, Texas, recently called on us. Lieut. Blake hopes to soon get across where the big activity is going on.

Vice President Noble is in receipt of a cable from his son George in which George states that he has been "through" twice and that he is now Top Sergeant. Recent newspaper reports indicate that the Division to which George is attached has been in some of the recent fighting in Flanders.

### MARINE DEPT.

E. J. Holliman has been appointed Cashier of the Marine Department at Port Arthur vice G. A. Toups who has joined the colors.

### LEGAL DEPT.

Jas. L. Nesbitt, of the New York office, has resigned to enter the Field Artillery Corps Officers' Training School at Louisville, Ky.

Herman Block, formerly in the New York office, is studying at the Massachusetts Institute of Technology for Navy Aviation.

A. H. Culver, of the Houston office, is now located at Cisco, Texas, and is busily looking after the legal problems that arise in the new Ranger Field. We hope to have Mr. Culver back home in Houston again in the course of a few months.

H. Leroy Hollingsworth, better known to the boys as "Roy," has been in the land departments of Producers Oil Company and The Texas Company for a number of years, and was clerk under L. R. Webster, Sr., at Shreveport, when he entered the Army last May. Quite a number of the Old Guard of the Shreveport Division have gone into military service in the last two years, most of them now serving in France.



Haden Leroy Hollingsworth, clerk in Legal Department, now in Company B 114th Supply Train in France



1st Lieut. W. D. Boissat, formerly bookkeeper in Fuel Oil Department, left last spring for the First Officers Training Camp at Leon Springs, Texas, now 1st Lieut. Co. B 359th Inf., 90th Div., A. E. F. France

### GOOD FOOD IS WASTED

If it gets into the garbage pail,  
If allowed to spoil in the home,  
If ruined by careless cooking,  
If too much is served at a meal.

I've given up smoking, and now my old cigarette-case comes in handy for carrying my lunch.

—The Passing Show.

## TEXACO STAR

SALES DEPT.  
S. TERRITORY

The roster of The Old Guard is not so extensive that we can afford to pass without comment the individual progress and changes among its members.



In the early days of 1906, before the high cost of living was invented, and when this big Company was in process of formation, came to our ranks W. H. Wagner. He did not find The Texas Company housed in a splendid office building as at present, but in exceedingly limited and modest quarters. He promptly set to work to do his share in the building of this business and has notably been carrying out his original intentions ever since.

Mr. Wagner first entered the Accounting Department Auditor's office. A year later he transferred to the Sales Department, and with this branch of the service he has ever since been identified. At that time every member of our sales force was personally known to him, as were all our employes in all other departments.

After two years in the position of Secretary to the Sales Manager, Mr. Wagner was promoted to a position of his own invention, that of Department Agent, which then became a permanent Institution with this Company in all its departments,—thanks to his initiative.

August 15, 1912, Mr. Wagner took a plunge into the thick of battle "at the front," in going from the General Offices of the Sales Department at Houston to El Paso as Superintendent of El Paso District. This date marked the beginning of his activity in another phase of the selling game, which heretofore he had watched from the other side of the fence.

After six years of wrestling with the daily and tedious problems confronting a sales superintendent, and having well won his spurs as a bona-fide salesman in all lines of our varied and extensive business, Mr. Wagner has been called back to the General Office to fill the position of Assistant to

Sales Manager. To say that he is "welcome home" but faintly describes our feelings over the selection for this important position.

All of us are specially qualified for some particular line of endeavor although our capabilities may embrace other activities. There are so many obvious good reasons why Mr. Wagner is the right man in the right place in this latest position, that a recital of them would be superfluous. It requires no prophet to foretell the success of accomplishment which will mark his record henceforth, as in the past.

In these times of stress and trial we are beginning to learn more fully the great importance of cooperation and team work and the "shoulder touch" of our brothers as we march forward, this, and not pride of achievement or place, has become our inspiration. On this score Mr. Wagner may feel assured of the heartiest cooperation from all his associates in every quarter.



Lieutenant L. W. Kemp

Lieut. L. W. Kemp, formerly Manager of the Paving and Roads Division, enlisted at San Antonio, Texas, Dec. 8, 1917, in the Air Service of the Signal Corps. He attended the officers training camp at Atlanta, Ga., from January 19 to March 16, 1918, and graduated as Second Lieutenant. On April 1, 1918, he was assigned to duties at Park Field and has been there ever since. Lieut. Kemp writes: "Although I make frequent flights in air ships I am not a flyer, having been rejected by the flight surgeon for instructions in flying on account of a physique not adapted for flying. Since then, however, I have reduced my weight from 185 to 151 lbs. and I still hope to be permitted to fly."

## TEXACO STAR



1st Lt. E. Trafton Hathaway

After serving for more than two years on the western front, First Lieutenant Edward Trafton Hathaway was killed in an aeroplane accident in France on June 25, 1918. Trafton Hathaway was a bookkeeper in the office of Department Agent E. A. Rulfs when he responded to the call to help his mother's native country. In March 1916, long before the United States of America entered the war, he joined the American Ambulance Corps in France. After driving an ambulance on the battle fronts for more than a year he qualified for the French aviation service in September 1917, and when the United States sent its fliers to France he secured a transfer to the American air service. He won decorations for gallantry and bravery in action in both ambulance and aviation.

The little photograph here shown was taken in 1917, and was used in our January 1918 issue accompanying extracts from a number of interesting letters to his mother, Mrs. Lilly B. Hathaway, recently of Houston, Texas, at present living in Tulsa, Okla. We have now to give extracts from sad missives to his mother dated June 27, 1918, written by three comrades in arms, members of his unit, who knew and loved him:

"They were starting out on a mission over the lines about eight o'clock in the morning of the 25th (the flight had been scheduled for an earlier hour but a ground fog at that time prevented) and were circling in climbing almost directly over our field when in some inexplicable manner the machine became uncontrollable and fell to the ground. Trafton died instantly without pain and within an hour. The funeral was of necessity simple but extremely impressive, a Captain from another squadron being buried at the same time with our boys. The ceremony was of course military and was attended by the squadron in a body together with such personal friends from neighboring units as were able to be there. The grave itself lies in the little cemetery of U. S. Base Hospital No. 1, almost within sight of the lines and in full sound of the guns. The same in fact in which the famous Major Lufberry and two pilot friends of Trafton and myself lie buried."

"With the exception of the months I spent in a hospital after receiving an accidental machine gun wound, I have been constantly with Trafton since last August and have been proud to be able to count

him as one of my closest and truest friends. Above all, a man, confident and enthusiastic over his work; he took whatever setbacks and disappointments were in store for us with a cheerfulness that did much to bolster up those of us who were with him. It has been my privilege to know intimately all sides of his character always fine generous and true."

"Trafton was my friend, I knew him in Virginia, at home in Houston, and in the training camps and over the battle fields of France. Your boy sleeps in the soil of France, the country he came so far to fight and die for, within sound of the guns and with the planes circling overhead."

**HOUSTON DISTRICT.**—C. D. Epperson, stenographer in Dist. Off., has been drafted for U. S. Army.

J. M. Watkins, Agent at Llano, Texas, has enlisted in the Army. He has been succeeded by O. M. Watkins.

**DALLAS DISTRICT.**—Stations and Agents showing 100% efficiency in handling tank cars for month of July 1918, having unloaded and billed out all tank cars the same day they were received:

Station	Agent	Station	Agent
Amarillo	W. M. Brown	Gainesville	Jim Burk
Ballinger	Lee Butler	Greenville	H. A. Strickland
Big Spring	T. W. Ashley	Hamilton	C. R. Taylor
Brownwood	E. L. Crawford	Hamlin	C. H. Pennell
Canadian	R. S. Millard	Henrietta	F. E. Murrell
Childress	C. T. Jones	Jacksonville	W. R. Allen
Cisco	Wm. Reagan	Mincoola	W. T. Touchton
Clarendon	A. J. Dobson	Nacogdoches	R. M. Kent
Coleman	R. D. Johnston	Paducah	J. A. Clary
Colorado	G. C. Curry	Paris	J. W. Perry
Corsicana	W. J. Cheney	Pilot Point	J. C. Gabaugh
Crockett	C. D. Towery	Pittsburg	A. M. Readon
Crowell	M. F. Crowell	Rusk	R. L. Hatchett
Dalhart	J. E. Shewbert	Seymour	R. K. Whiteside
Dallas	H. D. Deacon	Stamford	M. P. Myers
Dublin	F. A. Weiser	Sterling City	R. P. Brown
Electra	A. T. McDannald	Taboka	W. G. Tarrance
Ennis	A. G. Reavis	Waco	H. L. Wagoner
		Winters	B. E. Low

Stations and Agents showing 100% efficiency in Collections for month of July 1918, having collected every past due account on their lists:

Station	Agent	Station	Agent
Baird	F. L. Walker	Chillicothe	T. E. Rose
Corsicana	W. J. Cheney	Ennis	A. G. Reavis
Ferris	J. E. Pratt	Lone Oak	W. E. Smith
Paris	J. W. Perry	Santa Anna	C. G. Erwin
Sterling City	R. P. Brown	Taboka	W. G. Tarrance

### OKLAHOMA DISTRICT.—

Walter J. Hein, formerly Lubricating Follow Up Clerk in the Oklahoma District Office, now "on-the-way-somewhere"—didn't mention the direction



## TEXACO STAR

**EL PASO DISTRICT.**—Sergeant Major W. P. Saunders of the 141st Infantry has arrived safely over-seas. Mr. Saunders had been four years with The Texas Company when he enlisted, and his many friends in El Paso District are very glad to know of safe arrival on the other side and to hear of his advancement to Sergeant Major.

**DENVER DISTRICT.**—The whole Denver District regrets the death



D. K. Wyatt

of D. K. Wyatt, which occurred on July 29 while alone in his automobile driving in the vicinity of Grover, Colo. When discovered the car was overturned and Mr. Wyatt, fatally injured, died shortly afterwards. He was one of the first representatives of The Texas Company in Colorado and opened the Agency at Ault,

Colo. He served several terms as Mayor of Ault and was one of the leading business men of that prosperous little city.



J. H. Barton, until recently Cashier in Denver District Office, now in the Army, at Camp Fremont, California



Corporal J. D. LeClere, Ammunition Train, Company A, Camp Fremont, California, expects soon to cross the pond

We are in receipt of an interesting letter from Leo Cronin, who left the Extension desk in the District Office, now with the Repair Division of the Ordnance Dept. in the war zone in France.

Lieut. J. R. Reed, formerly of Dist. Off., writes that his Company, now at Camp Mineola, L. I., hopes soon to go overseas.

J. H. Barton, Cashier, Dist. Off., has been drafted and sent to Camp Fremont, California.

R. N. Bompert, Clerk and Cashier at Helena, Mont., enlisted in Marine Corps and is stationed at Missoula, Mont.

P. A. Jones, Filling Station Clerk, Denver, has enlisted in the Army.



H. N. Shealey, formerly tank wagon driver at Columbia, S. C., now with 316th Field Artillery in France

## TEXACO STAR

SALES DEPT. The following letter received by G. W. Vos, Artist in N. TERRITORY the Advertising Division, from K. M. Lieder, formerly employed as an artist in the same office (the gentlemen to whom jointly or severally we are indebted for all the cover designs for the *Texaco Star*) is full of the fine spirit prevailing among the boys Over There:

Somewhere in France, July 6, 1918.

Hello Buddy:—Come on! Quit shaking your head slowly up and down—and biting your underlip—and preserving all the while that silence which is always so uncomfortable for the other fellow. (This time, me.) Bet that's the way you'd act if I were to breeze in on you in person thus unexpectedly. Eh?

It couldn't be done, Buddy—I only had four hours of a promised twenty-four to my credit when the wire came which read: "Return immediately." If I had been able to get in before you usually leave the office, I would have given you a ring. But I couldn't—and I did not have your home number—and—(interruption: "Who cares")—all right, that's my story, and I'll stick to it!

Since then, we have been on the move almost continually—never staying more than a day or two in any one place. Now, for a while, I think we will be a bit definitely located.

We're right up near the Front, and in active service! Conditions are far better than I had expected, in so far as the sanitation is concerned. Comforts and conveniences are as good as they were at the Camp back in the States. So you may now be as disappointed as I was.

We're close enough to the line to hear the guns. That annoyed our sleep at first; but, now, if they are not booming, it makes us quite lonesome. It's a fact—when everything is quiet on the front we are as uneasy as the dickens, because we don't know where the Hell will be moved to next. But when it sounds as though it's the Fourth of July every day we are happy. Then we are content to know that old Fritz is getting his.

It's not a bad life, Boy. And to me, when I see the fellows coming back—the way they smile and joke in spite of their wounds—it's a big thing. I tell you, it's bigger than you can ever hope to imagine. You'd have to actually meet them to feel what I am trying to impart. Sand!—that's the only word I can think of; yet I know it's cheating them to put it so mildly.

For excitement, we can go into a nearby country town, which is so small that you would wonder why such a little group of people would want to put so much ground all around themselves. There, we can buy champagne that has a flavor that must have been put into it by Noah, and at a price that was determined by a fool!

The May issue of the *Texaco Star* was among my callers from the U. S. a few days ago, and I joyfully bade him enter while I whispered to the office boy that I'd be "out" for the rest of the day.

Reminding you that I wish you'd send me a letter telling me of the things I ought to write about, I am, dear old G. W., Sincerely,  
"Kurt."

Address me: Kurt M. Lieder, Pvt. 1 Cl., 326 Field Hospital, 307 Sanitary Train, Am. Ex. Forces.

BOSTON DISTRICT.—The stenographers in the District Office have been sending out some fine letters with the *Smileage Books* they have been sending to the boys at various cantonments. An example is one forwarded by Miss Mack to Yeoman Curley, formerly of Boston Lubricating Station, which must have effected good results, for his acknowledgment advised that he had been advanced to Chief Yeoman:

My dear Mr. Curley:

In this envelope take a look  
And you will find a "Smileage Book,"  
And while you're seeing "Pathe's News"  
'Twill help to drive away the blues.  
Tear off a ticket every eve,  
At least whenever you have leave;  
We hope the shows will all be good,  
We'd send a theatre if we could.  
And so this book although it's small  
Conveys good wishes from us all,  
And when you've finished up the foe  
We'll see you back with Texaco.

Sincerely yours,

Katherine C. Mack.

Agent Rolley of the Lawrence-North Andover Station is still holding the honors of this District in the matter of collections. We are proud of Agent Rolley's record and trust that he will continue it, but we would like to see some other Agents make him hustle to hold on to these honors. A few of the Agents are following fairly close, but we would like to see just what Agent Rolley would do if he were to be pressed more closely. Let us hope that next month we shall be able to report more of the Agents with a record of 100% for collections.

There is one Agent in the District who is "doing his bit" and in doing it is enabling others to do likewise. Agent Howard of the Worcester Station presented each employe of his station with a War Savings Book containing one stamp and he has on hand at his office a supply of stamps which he sells to the men. He reports selling a great many stamps, as the men have got into the habit of buying often and regularly. We congratulate Mr. Howard and trust that his plan will be taken up by other Agents.

It was quite a coincidence when Agent Lamb of the Boston Station sent in an order for a barrel of Motor Oil for Mr. Veal. It seems as if they were working together.

Henry Gray, formerly clerk in Dist. Off., recently left for Syracuse, N. Y., with the limited service men from his town. He has written us that he has plenty of work to do and relates how his company lifted a 90 x 30 building, weighing about 30 tons, about 300 feet, and did the work so well they were

## TEXACO STAR

given sixteen more to carry the next day. Henry was the last member of his family to join the colors. He has two brothers in the service and a sister a nurse.

Leo Gray, formerly of Credit department, reports being assigned to the Headquarters Company, 2nd Bat., 151st Depot Brigade, Camp Devens, Mass., after two days in the service.

Earl M. King of the Operating Department, and Louis Park, of the Boston Repair Shop, were called to the colors in the last draft.

Although "Dick" Hampton is finding a great deal of work to do in chasing the Huns (we used to spell it "Hons" when referring to Dick) he still finds time to write verses:

### THE NATIONAL GUARD

Didn't know much but knew something,

Learned while the other men played;

Didn't delay for commissions,

Went while the other men stayed.

Took no degrees up at Plattsburg,

Headed too soon for the game,

Ready at hand to be asked for;

Orders said "come"—and they came.

Didn't get bars on their shoulders,

Or three months to see if they could;

Didn't get classed with the reg'lars,

Or told they were equally good;

Just got a job and got busy,

Awkward they were, but intent,

Filing no claim for exemption;

Orders said: "Go"—and they went.

Didn't get farewell processions,

Didn't get newspaper praise,

Didn't escape the injunction

To mend, in extent, their ways;

Work-bench and counter and roll-top,

Dug in, and minded their chance;

Orders said, "First line of trenches;"

They're holding them—Somewhere in France.

D. E. Beaton, 82nd Div. Headquarters, A. E. F., formerly in Atlanta District Office, reports being very busy during this recent drive and not having time to write to his friends. His brother George, however, received a short letter recently, and with it a lyric which the Advertising Division might be able to use some time in the near future:

I had a letter from home today,

Full of good news and cheer

From a pal of the good old Texaco breed,

Telling of news Over There.

He says: "We have raised a service flag

In honor of Texaco sons,

For the boys that our dear old Firm has sent

To crush and destroy the Huns."

I am proud to be one of these Stars,

Especially in this particular flag,

To be one of the boys of this old Firm

Is something of which to brag.

We'll take Old Glory over the top,

And her colors from the Rhine shall gleam,

And while we are there we'll take the time

To advertise Texas Gasoline.

We'll try to do credit to our dear Firm,

The sons of the Texaco;

Just like machinery that uses our oils,

There is no place we will not go.

And when this job is finished and done,

And the Huns realize earth's conquest a dream,

We want to motor through Berlin

Driven by Texaco Gasoline.

The latest casualty list reported that "Ed" Brady, formerly of the Sheet Reporting System, had been wounded. The report stated that Ed was seriously wounded, but we have a letter from him which does not entirely agree with the reports in the papers. As he is the first from our District office to be injured Over There we trust that many of the boys will take a little time and drop a line to him while he is in the hospital; his address is Private Edw. G. Brady, Company A, 102nd Machine Gun Battalion, A. E. F.:

Dear Pa: I suppose you have been reading in the papers all about what we are doing to the Boche. You know, of course, our own 26th division have been in since the first of February and we have been waiting for our rest or furlough for some time. Well, in my last try at them we went over the top early in the morning. I went over in the second wave. We drove them all that day, and believe me, we were hiking some until about seven that night. The Boche then made a stand at a little hamlet about half a mile from us. We were ordered to camp there for the night while our artillery bombarded the town the Boche held, with instructions to be ready to go at them again at daybreak. I turned in and had a good sleep until we were all awakened by a shell bursting very close to us. We were all ordered to grab our packs and were ordered to move out of that location; but before we had time to pull out they landed another shell, a piece of the shrapnel going through my foot. Well, right then I started to have the best time I have had since I landed. An ambulance carted me with the other four fellows who were hit to the dressing station. From there I was sent to a field hospital, where I dropped Ma a card. We were then sent to another large hospital and from there we had a ride in a Red Cross tram to this hospital. I think I shall be here for a couple of weeks. I was treated great all along the way. Sleeping in a bed the first time over here. Got nice clean white sheets, great eats, American nurses, and a rest. Also got rid of the cooties (shaved all over).

The wound I got is nothing at all to the way some of the boys have been torn up. Just now it does not hurt at all and is only about as big as a dime, right below the fourth toe. I don't want you folks at home to worry for I am really having a treat.

I could write you many things about the Boche and of the way our boys went over, but it would take too long. I only hope that they keep driving them all along the front, for if they do it will be "finish Boche" before long.

When you write again forward my letter the same as usual. I hope that you are all well at home and that I'll hear from you soon. With love to all, I am

Your son, Ed.

## TEXACO STAR

It is the desire of Chief Accountant Taden to keep in the District Office an Honor Roll showing the names of the men belonging to this District who gave their lives in the present conflict. In order to keep this Roll of Honor up and show every name properly on the list we ask each Station Agent to report the name of any former employe at his station who has passed away in the service of the United States.

We might say in regard to this matter that we would ask the editor of the *Star* if it would not be a good idea to have an Honor Roll in the *Texaco Star* showing the names of all the men of The Texas Company who have passed away, so that the names of The Texas Company men who sacrificed their lives for the cause of the United States would always be before us; for to them all honor is due.



"Billie" Coogan, formerly of the Boston District Office, now in training at Bumpkin's Island. "Billie" called at the Office recently and left this picture showing him in his new uniform. He is as full of 'pep' as ever and is hoping to be transferred to a boat

Oliver Bonin is industriously preparing for the next Liberty Loan Drive and again expects to show a sales sheet 100% strong.

### THE LIBERTY BOND

It's forts and it's ships and it's shining guns,  
It's squadrons that sweep the sea,  
It's all of the circling band of steel  
That shall keep the home shores free.  
It's grub and it's warmth for the sailor lad  
Far out on the wintry foam,  
For the brave jack tar who fights afar,—  
It's the good old money from home. (Buy a Bond!)

It's rifles and helm and bayonet,  
It's shovel and shard and shell,  
For the soldier lad in the olive drab  
Out there on the edge of hell.  
It's the soaring wings of the whirring planes  
That battle on high alone,  
For the lad who is daring over there,—  
It's the good old money from home. (Buy a Bond!)

It's succor and life for a bleeding world,  
It's the glimmer of Peace at Dawn,  
It's the strength of a mighty arm to strike,  
It's the gleam of a great sword drawn.  
But more than that it's the pledge of love  
To the boys whom we call Our Own,  
To the boys on land, on float, on high,—  
It's the good old money from home. (Buy a Bond!)

—J. J. O'Brien, Boston Dist. Off.

PHILADELPHIA DISTRICT.—W. Wallace Payne who recently entered the service of The Texas Company has left for his home in Eldred, Pa., to await induction into military training at Fort Delaware. After a few months' instruction he will be sent to Fort Monroe, Va., to continue his training and receive a commission as First Lieutenant. He recently graduated from Pennsylvania State College, completing a course in Engineering, and we know that he will not stop at First Lieutenantcy. We regret to lose Mr. Payne but he asserts that it is to be only a "temporary absence" and that we may expect him home for his Thanksgiving dinner.

Nelson M. Hoffman of the Philadelphia Office has also joined the Army but not in the military sense, merely joining the army of Benedicts. He and Miss Sara Suiter, also of Philadelphia, took a quiet little trip to New York about two months ago. We extend hearty congratulations.

At a recent meeting of the Texas Athletic Association, Lubricating Salesman T. A. D. Hildenberger was elected President, to put the Association on the plane where it rightfully belongs among the Industrial Athletic Associations. "Athletic Charley" Turner, first assistant credit man, is Vice President; "Willing Dave" Woodfal, General Clerk in Accounting department, is Secretary; and "Genial Henry" Doran, our efficient Cashier, is to look after the Treasury.

The Petroleum Athletic Association, made up of the various companies in the city, will hold its second annual Field Day early in September and our boys are making great efforts to capture some of the valuable prizes to be awarded for field events.

Our baseball team, which is the Petroleum Athletic Association winner of the season, will collide with re-organized Sun Company team this date.

NORFOLK DISTRICT.—W. J. Barton, Assistant to Superintendent, has been promoted to a position in the New York Office as assistant to F. J. Shipman handling Government business. Bill started with the Norfolk District when the office forces consisted of Williar Thompson, now Superintendent, C. E. Nash, now with the Denver District, and himself, occupying one small room in the Bank of Commerce Building. The development of the Norfolk District is in due part a tribute to his perseverance and untiring efforts. Norfolk District hates to lose him, but he carries our best wishes with him for continued success. He was presented with a gold watch, suitably engraved, by Norfolk District employes; and the Thubanite Chapter of Crater Compound Club, of which he was President,

## TEXACO STAR

tendered him a farewell banquet at the Fairfax Hotel.

W. B. Cope, salesman in Greensboro, N. C. and surrounding territory, has succeeded as Assistant to Superintendent and we feel that he will prove a worthy successor.

Recent enlistments from Dist. Off.: F. T. Beasley and R. A. Morrison, Yeomen in Naval Reserve.

Warren E. Winslow, salesman in Western North Carolina, has been called to military service and assigned to duty at Syracuse, N. Y. "Moony" says every State in the Union is represented at this Camp and there are also recruits from the Philippine Islands and Alaska. He is attending a N. C. O. School and hopes to be soon promoted. We all wish Winslow the best of luck in the "great adventure."

A letter dated July 9, from Corp. Z. R. Downey, former tankwagon driver at Durham, N. C., says he has been at the front for some time and celebrated the 4th of July by going into front line trenches. We are glad to hear that Corp. Downey has been discharged from the Hospital, and hope he will be able to keep out of it from now on.

P. P. Latimer, formerly employed in the Accounting department, who has been attending the Officers Material School at the Naval Operating Base, Hampton Roads, Va., for the last three months, has graduated, obtaining commission as Ensign.

C. J. Measell, former Order Clerk, has passed the examination of the Officers Material School and has entered upon duties there.

J. C. Bowen, formerly in Dist. Off., has been transferred from Field Artillery to Aviation Section, Signal Corps, being promoted from 2nd Lieutenant to 1st Lieut., stationed at Fort Sill, Okla.

July 26, 1918, Somewhere in France.  
Mr. William Thompson,  
Norfolk, Va.

Dear Sir: Received the *Texaco Star* and your letter today. Was glad indeed to get the *Star*. It puts new life in me to read about the good things happening back in the U. S. A., and the progress of The Texas Company. Well as yet I haven't run across any of the boys. Hoping that we will soon return, I am,  
Yours sincerely,

Corp. Floyd W. Overstreet,  
Co. 17, 4th Battalion, 1st W. Z. Reg. S. C.,  
Air Service, American Ex. Forces, France.

July 22, 1918, Atlantic Port.  
Dear Mr. Austin and Texacos: Just arrived back in the States after an exciting trip through the war zone. I would like to tell you all about my trip to France but I would be put in the brig, so I think I will have to put it off.

I am glad to say that our Ship always uses the only oil—*Texaco*. I guess that is the reason we ducked the subs, all except one which we sank about three days out of France.

Please tell some of the boys to write, as news is scarce and we are at sea twenty days per month at least and only receive mail once a month.

I am the navigator's yeoman and it keeps me busy writing up the daily log and chasing officers around the ship to get them to sign the log. I also have to stand lookout watches one hour on and four off, night and day. It gets a fellow's goat.

Tell the fellows if they are thinking about joining the navy to learn how to wash clothes and eat *beans*.

I will give you my correct address so that you and some of the fellows can drop a card now and then:

H. L. Measell, Yeoman 3 Class,  
U. S. S. Susquehanna, care Postmaster, New York,  
N. Y.

As ever,  
The Coupon Kid,  
Howard L. Measell.

P. S. If it is not too much trouble I wish you would send me the *Texaco Star* each month. Thanking you, H. L. M.

VIRGINIA OIL AND SUPPLY CO., INC.

WHOLESALE DISTRIBUTORS  
TEXACO PETROLEUM PRODUCTS

Petersburg, Va., July 24, 1918.  
Texaco Star,  
Care The Texas Company,  
Norfolk, Va.

Dear Sirs:—We noticed in *National Petroleum News*, recent issue, a page contributed by The Texas Company headed "Make Him Smile All the While," page 45, July 3, 1918. It appealed to us, and we have taken the liberty to use it to some extent in preparing the enclosed card which we are distributing in our correspondence. Please note we are not using it as an advertisement.

If the simple matter shown on this card is worth space in the *Texaco Star* we would be pleased to have you print it, believing some good might result.

Every issue of the *Texaco Star* is received and read by us with great pleasure and benefit. The sentiments and general tone are of a very high order and should stimulate every employe of the Company to higher and better things both in business and every day life.

Very truly yours,  
VIRGINIA OIL & SUPPLY CO., INC.,  
D. H. Jackson, Manager.

DON'T growl about YOUR troubles while your soldier's "OVER THERE;" don't fuss or frown and don't complain—to him 'twould not be fair. He gives up friends and kin-folk and may be his life too, for honor, flag, and country—for country and for you. The fine, upstanding, clean-cut man who answered country's call has a thousand trials and worries where you have none at all; he went away while smiling and his heart was filled with pride to cross the sea to face the Hun—so be a comrade by his side. Then whate'er you do keep smiling, and write him 'bout it too, so He may know You're smiling and he will smile with you. Like mystery of the air-waves carrying message o'er sea and land your smile will cross the waters and shake him by the hand. Scatter sunshine in your letters, say how proud you are of him; write him only cheerful things—don't send a funeral hymn. Forget your trifling troubles—they're but little bubbles of air—when you think of the things he's doing in the battle "Over There." Send a Bunch of smiles in a smiling letter, let him know you're brave and true. "The soldier who smiles is the soldier who wins"—then write so he'll smile with you.

Yours truly,  
B. A. SMILER.

Petersburg, Va., July 19, 1918.

If you fill your mind with good thoughts, bad thoughts seldom get in.

## TEXACO STAR

CHICAGO DISTRICT.—Superintendent H. T. Snell has returned after a rest and series of treatments at one of the noted resorts and is decidedly improved. His physical condition is gaining rapidly and he expresses great pleasure and satisfaction in being able to get "into the harness" again.

Agent George K. Barton of Detroit spent a couple of days with us on his way West for a short vacation. From insinuations made we may have a more interesting article to report for the next issue.

We have just received a letter from Sergeant H. C. Jernegan, "Somewhere in France," expressing great satisfaction with his life in the Army and compliments for the beauties of that country.

E. P. Heimze, Stationer in this District for the past three years, was drafted on Aug. 22 and will be sent to Camp Wadsworth, S. C.

EXPORT DEPT. Joseph F. Bernard, for the past two years identified with the Export Department in

both the South American and Advertising Divisions, left August 1 to enter the army.

E. Nielsen recently returned from Australia, where for the past two years he has been looking after the lubricating interests of The Texas Company.

P. Stuart Young of the Lubricating Division has resigned.

Gus. Villarini, who has been Shipping Clerk for the past three years, after serving his term in the Second Training Camp, has been commissioned Second Lieutenant.

W. H. Pinckard, Marketing Assistant in the Office of our Agents, Messrs. Wise & Company, Ltd., Manila, P. I., has joined the Colors. He is now in the Officers Training Camp of the Philippine National Guard near Manila, and presumably will be transferred to U. S. Army.

Francisco Palacio, Chief Accountant in Porto Rico since we started there, recently married Miss Generosa Sequi.

We have received from Cape Town the following clipping from *Motoring in South Africa*:

**Shooting Stars.**—The February number of the "Texaco Star" (house organ of The Texas Company) is largely concerned with items of war news. Its cover is a representation in colours of the company's "service flag." For decorations the "Star Spangled Banner" isn't in it with this one, which has eleven hundred and thirty stars, each representing a T. T. Co. employe who had gone on active service by the first day of this year, including Cap-

tain J. H. Lapham, who resigned from the Board of Directors to follow the drums. The same number of the "Star" reproduces a photograph of the Dundee Motor and Engineering Works premises in Dundee, Natal, which form one of the most completely equipped and progressive concerns in the Union, conducted by Mr. Percy Briggs, a former employe of The Texas Company (So. Africa) Ltd.

PURCHASING DEPT. R. J. Armor, an old timer of the Purchasing Department, but recently of the Armor Auto Agency, Authorized Ford Agents, on application made late last year has been accepted in the Navy as Chief Quartermaster in the Flying Corps. He plans to take a three months ground course and if he qualifies will be commissioned as an Ensign in U. S. Naval Reserve Flying Corps. Mr. Armor may be classed as a pioneer flyer, having taken a course in flying at the Wright School, Dayton, Ohio, during 1911, after which he made a number of flights in that year, which was considered some accomplishment in the flying world at that time.

Frank S. Henshaw has been commissioned Second Lieutenant in School for Bakers and Cooks, at Camp Bowie, Texas.

R. J. Curtis, Chief Clerk, Purchasing Department, New York office, resigned on August 3 to take a position with another company.

RY. TRAFFIC DEPT. A letter received from an Atlantic Port from E. B. Kirksey, formerly in the

Railway Traffic Department at Houston, now Quartermaster Agent on the U. S. A. C. T. *Floridian*, reads in part as follows:

I am getting the *Texaco Star* and have been reading them with much pleasure tonight. I can't say anything about the wonderful things I have seen and the places where I have been; but I will say this much, everywhere I have been I have seen The Texas Company products, and the last time one of our ships, the *Woonsocket*, went right along side of this vessel.

An Irishman's quick wit and good humor secured a life job for him with the late Charles A. Dana, as told in the New York "Sun's" story of itself now being printed in its Sunday issues. Mr. Dana needed a stenographer. Tom Williams applied for the job. "Can you write as fast as I talk?" Mr. Dana asked. "I doubt it, Mr. Dana," replied Williams; "but I can write as fast as any man ought to talk." For twenty years after that Tom Williams transcribed articles that delighted the readers of the "Sun."—*The Outlook*.

It doesn't pay to stick your nose into other people's business—unless you get a fee for so doing. —*Dallas Democrat*.

## SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

Journals cited are gladly loaned, if in our library, to persons connected with the Company. The journal or journals called for will be sent by return mail, unless in the hands of some one who has made a previous request—and in the latter case, as promptly as possible. Please give full and exact mailing address.

**PRODUCING** Electricity in Oil Fields—*Petroleum Age*, July 1918.

How Science Hunts for Oil, by Frederick G. Clapp, Consulting Geologist and Petroleum Engineer, New York—*Petroleum Age*, July 1918.

Both Sides of the Shale Oil Question—*The Oil and Gas News*, July 25, 1918.

**REFINING** How to Find and Use Barometric Costs, by C. W. Starker—*Industrial Management*, August 1918.

"A means to determine fluctuations in factory costs when materials, wages, and overhead are changing."

**MARINE** Lightning Hazard of Concrete Ships, by H. W. Spang—*The Nautical Gazette*, August 10, 1918.

**SALES** Why We Have No Credit Trouble, by H. L. Barker—*System*, August 1918.

**EXPORT** A Detector for Foreign Trade Traps, by Lothrop Stoddard—*The Nation's Business*, August 1918.

Brazilian Comment on Our Trade Restrictions—*The Americas*, August 1918.

"Editorial article from 'O Paiz,' transmitted by the Rio de Janeiro Commercial Representative (of The National City Bank of New York) as an example of level-headed discussion of the present commercial difficulties."

**GENERAL** World Need for Economy in Industry, by W. Rockwood Conover—*Industrial Management*, August 1918.

Salvage of Waste One of Conservation's Profit Winners—*The Annalist*, August 26, 1918.

"Newly organized department in a shipyard plant shows a net profit of more than \$5,000 in the third week."

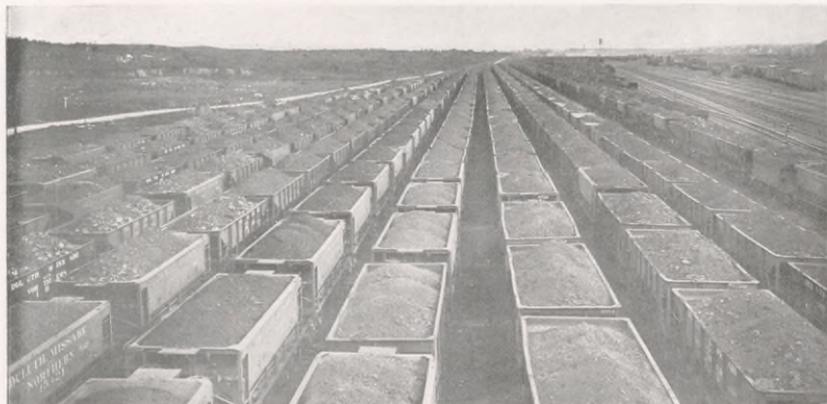
Absences—How to Reduce Them—*Factory*, August 1918.

Director Requa's Address at Tulsa, Okla., July 22, 1918—*The Oil Trade Journal*, August 1918.

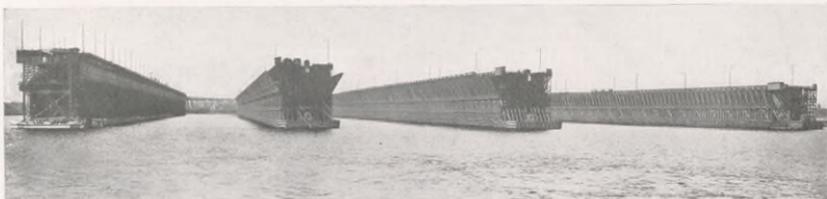
War Organization of the Petroleum Industry, by A. C. Bedford—*Oildom*, August 1918.

The October Oil Men's Convention—*Oildom*, August 1918.

October 8-9-10-11, New York City. "All indications point to the greatest gathering of oil men ever assembled."



Iron Ore from the Missabe Range—Loaded Cars in Ore Sorting Yard at Proctor Mine



Ore Docks at Duluth—Duluth, Missabe and Northern Railway

# Keep Your Liberty Bonds

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